

- **NEW News!** Effective **September 1, 2001** you can use the **Model 2712** receiver in **Free DISH**. Here are the economics:

<b>ACTIVATION</b>	<b>\$100</b>
<b>FLEX</b>	<b>\$70</b>
<b>FPI</b>	<b>\$50</b>
<b>UPFRONT (CUSTOMER)</b>	<b>\$0</b>
<b>EQUIPMENT REIMBURSEMENT</b>	<b>\$99</b>
<b>(EQUIPMENT COST)</b>	<b>(\$99)</b>
<b>NET REVENUE</b>	<b>\$220</b>
<b>TOTAL REVENUE WITH CO-OP</b>	<b>\$270</b>

**PROMO CODE: RDISH**

- **Digital Home Plan** continues through **December 31, 2001!**
  - Don't forget that we must talk to your customer at the time of activation (**1-888-ADD-DISH [3474]**).
  - Customers' **Social Security Numbers** are required at the time of the **account activation call** we are no longer asking for this on the **claim form**. Please inform your customers that their **SSN** is going to be requested and if they do not want to give this information, advise them to choose another promotion. **DHP Certificates** are different. We will ask for the **SSN** when the customer calls to schedule the installation.
  - The **4:4 Switch** can be used on **3 and 4 receiver** installations through **September 30, 2001**. Remember, you will need to attach the **UPC** from the switch to your claim to receive reimbursement.
- **NEW OFFER for Existing Customers!** This special **DishPVR 501 Upgrade** offer includes a **DishPVR 501** for just **\$199** when a customer subscribes to **AT150** for **12 months** and enrolls in **Credit Card Autopay** (we will need to talk to the customer to set this up and there is only one upgrade per customer). Don't forget to mention to your customers that **PVR features are Free**
  - **Retailer** reimbursement is **\$120** and the installation payment is **\$25**. Here are the economics:

<b>UPFRONT (CUSTOMER)</b>	<b>\$199</b>
<b>HARDWARE REIMBURSEMENT</b>	<b>\$120</b>
<b>INSTALLATION PAYMENT</b>	<b>\$25</b>
<b>(HARDWARE COST)</b>	<b>(\$319)</b>
<b>TOTAL REVENUE OPPORTUNITY</b>	<b>\$25</b>

- If a **501** is used as an **A/O**, it receives a **\$40** activation.
  - **PROMO CODE: RE501**
- The **12-month commitment** is added to any outstanding commitment the customer currently has (for example, if they have **6** months remaining, they will now have an **18-month** commitment).
- **Free installation** is included as a primary or secondary receiver. For **three or more receivers** the customer pays any additional installation charges and we pay **Retailers \$40** for **A/Os** and **\$25** for installation reimbursement.
- Customers should contact the **Retailer** who installed them originally or call **1-800-333-DISH**. Please remember you should only do the upgrade for your own customers.

- **NEW DISHPlayer offer** DISH Network is providing a limited time offer on all new **DISHPlayer** activations. All new, first time **DISHPlayer** activations initiated by new or existing customers will receive **Personal TV (PTV) FREE** through **June 30, 2003**. For the specific requirements and for more details on this offer, please see the **Business Rules** on the **Retailer Website**. This promotion is valid through **October 31, 2001**.
- **PROMO CODES:** here's a summary of our current promo codes:

<b>I LIKE 9</b>	<b>RNINE</b>	<b>Expires October 31</b>
<b>Q3 REFERRAL W/ IL9</b>	<b>R96FT</b>	<b>Expires September 30</b>
<b>FREE DISH</b>	<b>RDISH</b>	<b>Expires October 31</b>
<b>TRADE UP TO DISH</b>	<b>RTDUP</b>	<b>Expires September 30</b>
<b>EXISTING CUSTOMER 501</b>	<b>RE501</b>	<b>Expires October 31</b>
<b>DIGITAL HOME PLAN</b>	<b>RDHP</b>	<b>Expires December 31</b>
<b>DISHPVR PLAN</b>	<b>RPVR</b>	<b>Expires October 31</b>
<b>BIG DISH EXCHANGE</b>	<b>RBIG</b>	<b>Expires October 31</b>
<b>FREE DISH 500 UPGRADE</b>	<b>R500</b>	<b>Expires October 31</b>
<b>FREE DISHMOVER</b>	<b>RMOVE</b>	<b>Expires October 31</b>

## STARBAND

- **Model 360** systems are now available! Please contact your **Distributor** or **Echosphere** location today. The **Model 360** modem is smaller, has no internal fans, provides **USB** and **Ethernet** ports and is easier to install. The **MSRP** for the **Model 360** is **\$549** including the **LNBFs**.
- We continue to upgrade the **Model 180s** in the field for the new **Model 360**. The remaining conversions are going well and are expected to be complete by the end of the year.
- We are accepting inventory of never activated **Model 180s** for a **Free** upgrade replacement of a **Model 360** until **August 30, 2001**. If you purchased from a **Distributor**, please contact that **Distributor**. If you purchased from **Echosphere**, you need to get an **RA** from the **Retailer Web site**. Please follow these steps to return **Model 180** inventory purchased through **Echosphere**:
  1. Go to <http://retailer.echostar.com>
  2. Click on the "Service" tab and then click on "Return Authorization."
  3. Click on "StarBand 180 Modem Upgrade Requests."
- To become a **StarBand Retailer**, you need to be able to follow the business rules and have certified installation capability through your company or contracted installer to sell **StarBand**.
  - **Installer certifications** are available at [www.starband.com/training](http://www.starband.com/training). Then, contact your **Distributor** or **Echosphere** account manager to sign up.
- **Installation Reminder:** When activating both **DISH Network** and **StarBand**, be sure to build the account under the proper **DISH** promotion first and then add the **StarBand** codes.
- If you have questions regarding **StarBand**, please email them to [starband.support@echostar.com](mailto:starband.support@echostar.com).
- Important **StarBand** phone numbers:
  - **Customer Support # 1-800-4STARBAND**
  - **Retailer Tech/Installation Support # 1-888-424-4121**
- **Sales Highlights**
  - More and more people are looking for a **High-Speed Internet** solution.
  - **StarBand** is always on and much faster than dial-up.
  - The new **Model 360** modem is easier to install than the **Model 180** or competing systems.

- Here are the **StarBand** economics:

STARBAND ECONOMICS	MODEL 360
ACTIVATION, FLEX	\$200
UPFRONT (CUSTOMER)	\$549
INSTALLATION (CUSTOMER)	\$199
(EQUIPMENT COST)	(\$549)
NET REVENUE	\$399
TOTAL WITH CO-OP ACCRUAL	\$449

## PROGRAMMING

- ESPN Gameplan**

- Customers can get over **100 college football games** during the season, which begins on **September 1, 2001** and ends on **November 24, 2001**!
- Customers **order** the season by calling **1-877-363-EVNT (3868)** before **August 31, 2001** to get this package for only **\$89**! After **August 31, 2001** the price increases to **\$99**. Additionally, customers can get all the games on any **Saturday** for **\$11.95** through their remote or by calling the number mentioned above. Please note that all automated phone orders include a **\$1** fee. **ESPN Gameplan** is also available for **Commercial** accounts by calling **1-800-454-0843**.

## NFL

- NFL literature** is available at **Get-A-Grip** for **\$8.50** (pack of **50**). This piece will show your customers how much **NFL** football is available on **DISH Network**.
- The **September** issue of **DISH Entertainment Magazine** has a **schedule** of the entire **NFL season**! Remember, if you buy **5** issues, you get the **6<sup>th</sup>** issue **Free**. **Retailer** pricing remains at **\$2.50** per issue (include shipping). Call **1-800-282-7851** to order.

As of right now, the **World Wrestling Federation** is not making their next show, "**Unforgiven**" available to **DirecTV**. This allows a great opportunity for you to convert some of your **DirecTV** customers to **DISH Network**. "**Unforgiven**" will be available on **September 23, 2001** for **\$29.95**.

- HBO** is now offering **Dolby Digital** audio on **HBO East** and **HBO West (CH.300 and CH.303)**. The following receivers support **Dolby Digital Models 4000** (with adapter), **5000** (with adapter) or **4700, 4900, 6000** and **7100/7200, DishPVR 501** and **JVC DVHS**.
- The prices for **Adult Services** are increasing on **September 1, 2001**. This increase applies to **Pay-Per-View monthly subscriptions** and **annual subscriptions**. Customers who currently subscribe to **Adult** subscription services, both annual and monthly, will receive notification of the price increase on their invoice. Take a look at the new prices:

ADULT SERVICES	PAY-PER-VIEW		MONTHLY SUBSCRIPTION	
	OLD	NEW	OLD	NEW
ECLIP	\$8.99/90 MIN	\$9.99/90 MIN	\$19.99	\$22.99
TEN	\$8.99/90 MIN	\$9.99/90 MIN	\$19.99	\$22.99
EXTASY	\$9.99/90 MIN	\$10.99/90 MIN	\$24.99	\$27.99
EXTASY/TeN COMBO	N/A	N/A	\$34.99	\$37.99
PLEASURE	\$5.99/90 MIN	\$6.99/90 MIN	N/A	N/A
PLAYBOY	\$6.99/4 HRS	\$7.99/4 HRS	\$12.99	\$14.99